

*The objective of this research is to determine the level of Participation of Rural Society Subject to Develop Jelok Tourism Village and analyzing effect of age, level of education, experience and income of the community towards participation of Rural Society Subject level to develop Jelok Tourism Village. This research use case study as a basic method. The method used to determine the research venue was purposive method. Sampling method used census. The sample used were 35 respondents coming from “SADAR WISATA” members. The research indicated that the level participation of rural society subject to develop Jelok Tourism Village in Beji, Patuk, Gunungkidul Regency on the high level position. The age, level of education, experience and income of the community is an influenced factors to the participation of tourism.*

*Key words : Participation, Tourism Village, Rural Society*